

# **Regional Transportation Investment District**

Survey Results

Conducted by:

Evans/McDonough

Moore Information

November 21-23, 2003

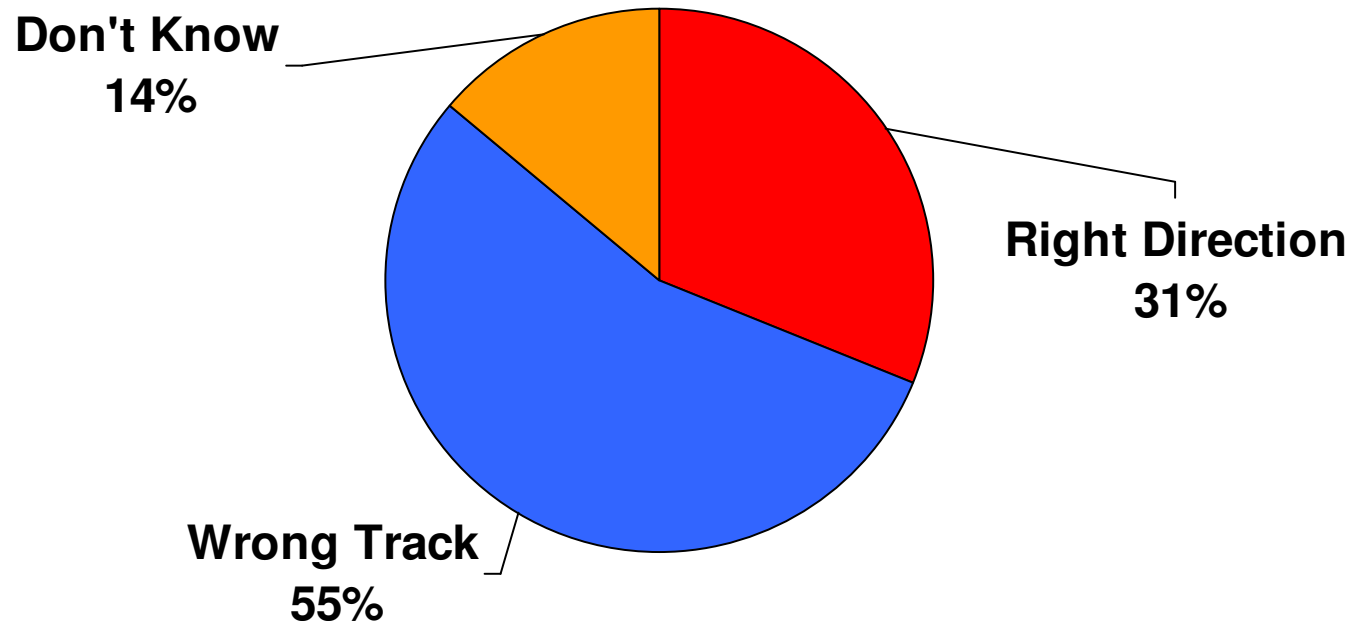
# Methodology

- ◆ These findings are drawn from a telephone survey of 500 likely voters in Snohomish, King, and Pierce counties.
- ◆ The overall margin of error for this survey is  $\pm 4.5$  percentage points.
- ◆ Interviews were conducted from November 21 through November 23, 2003.

# General Issue Environment

## Direction

*Do you feel things in the Puget Sound Region are generally going in the right direction, or do you feel things have gotten off on the wrong track? (q1)*



# General Issue Environment

## Most Important Problem?

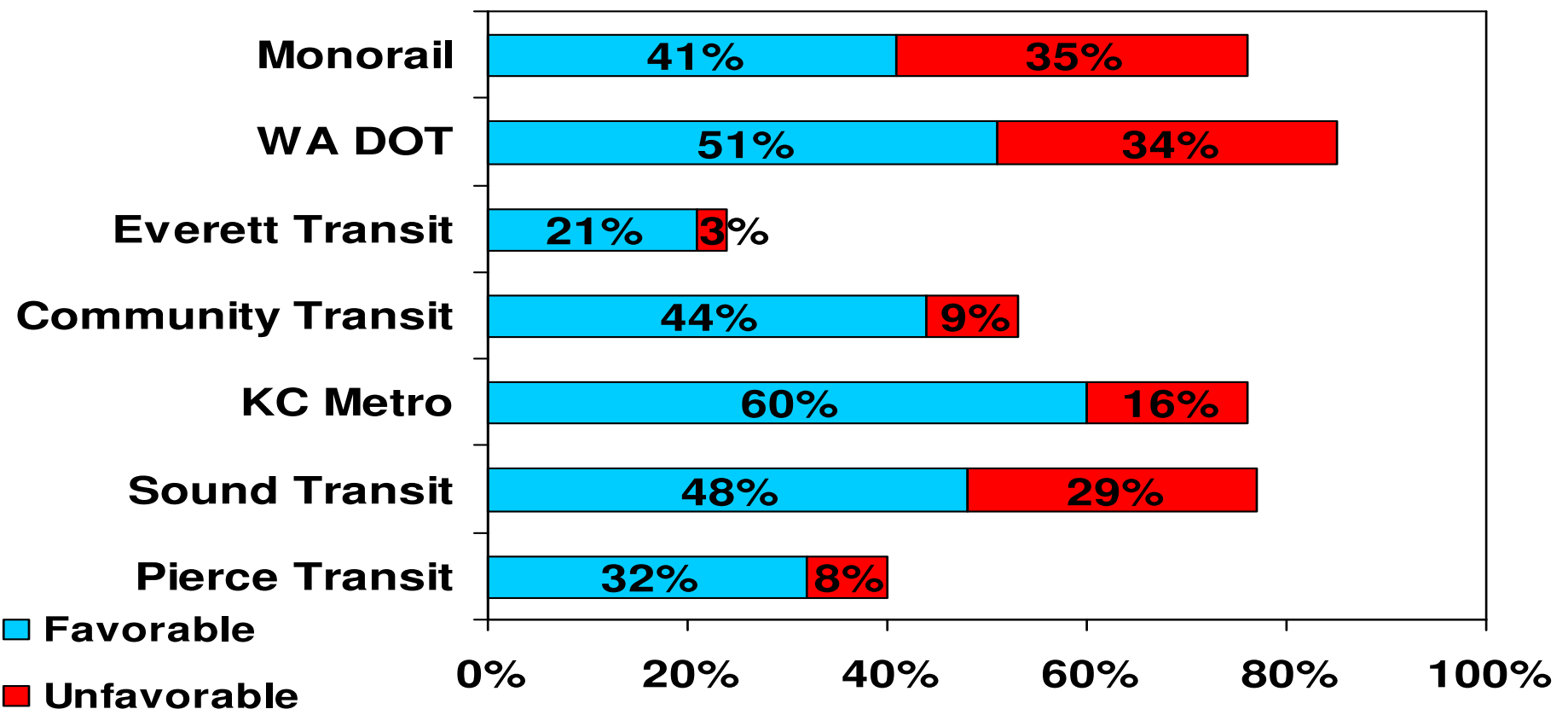
*What do you think is the most important problem facing your area today that state and local government should do something about? (q2)*

<b>Rank</b>	<b>Top Responses</b>	<b>Percent</b>
<b>1</b>	<b>Transportation/Traffic/Mass Transit</b>	<b>39%</b>
<b>2</b>	<b>Unemployment</b>	<b>11%</b>
<b>3</b>	<b>Education</b>	<b>5%</b>
<b>4</b>	<b>Education Funding</b>	<b>5%</b>
<b>5</b>	<b>High Taxes</b>	<b>4%</b>

# General Issue Environment

## Agency Ratings

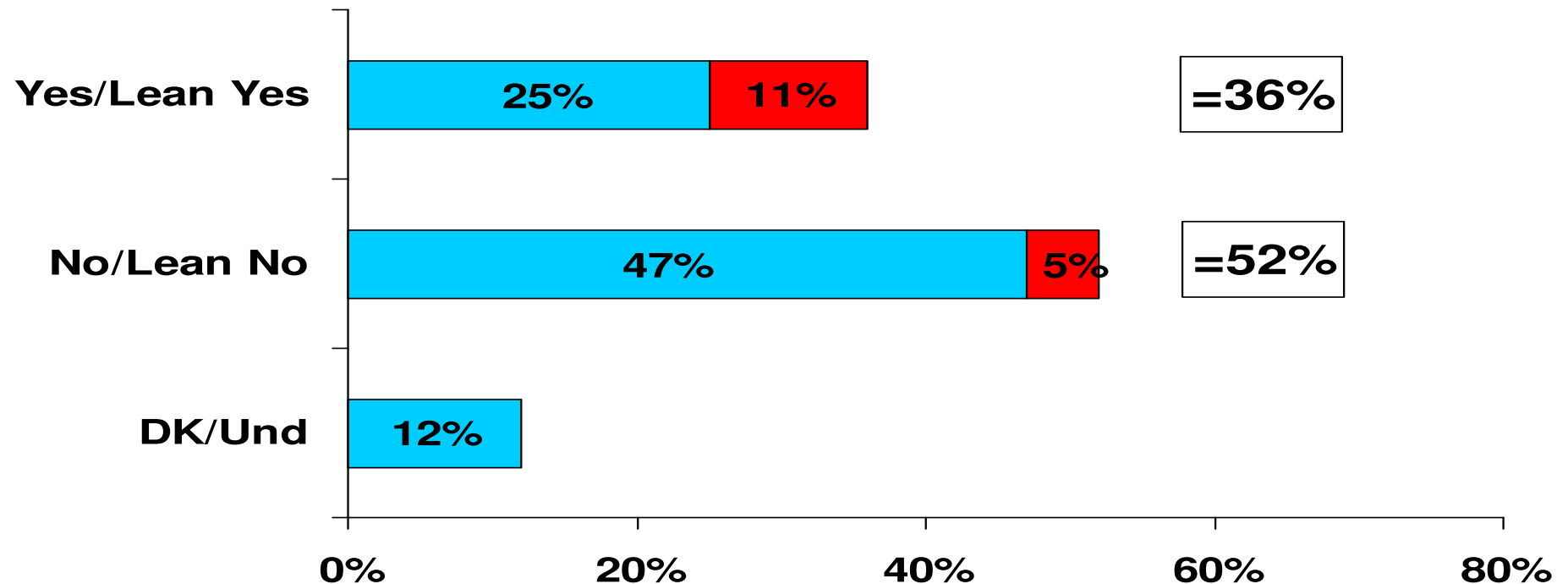
*Now I'm going to read you a list of public organizations. For each one, please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of it. If you have never heard of one please just say so. (q3-q9)*



# Vote Questions

## Initial Vote: Uninformed

*In November 2004, voters in the Puget Sound region will be asked to vote on the Regional Transportation Investment Plan, a measure financing transportation improvements through sales and motor vehicle fees and taxes. The total cost of this package will be approximately fourteen billion dollars and will cost the average household three hundred twenty-five dollars per year. (q10)*



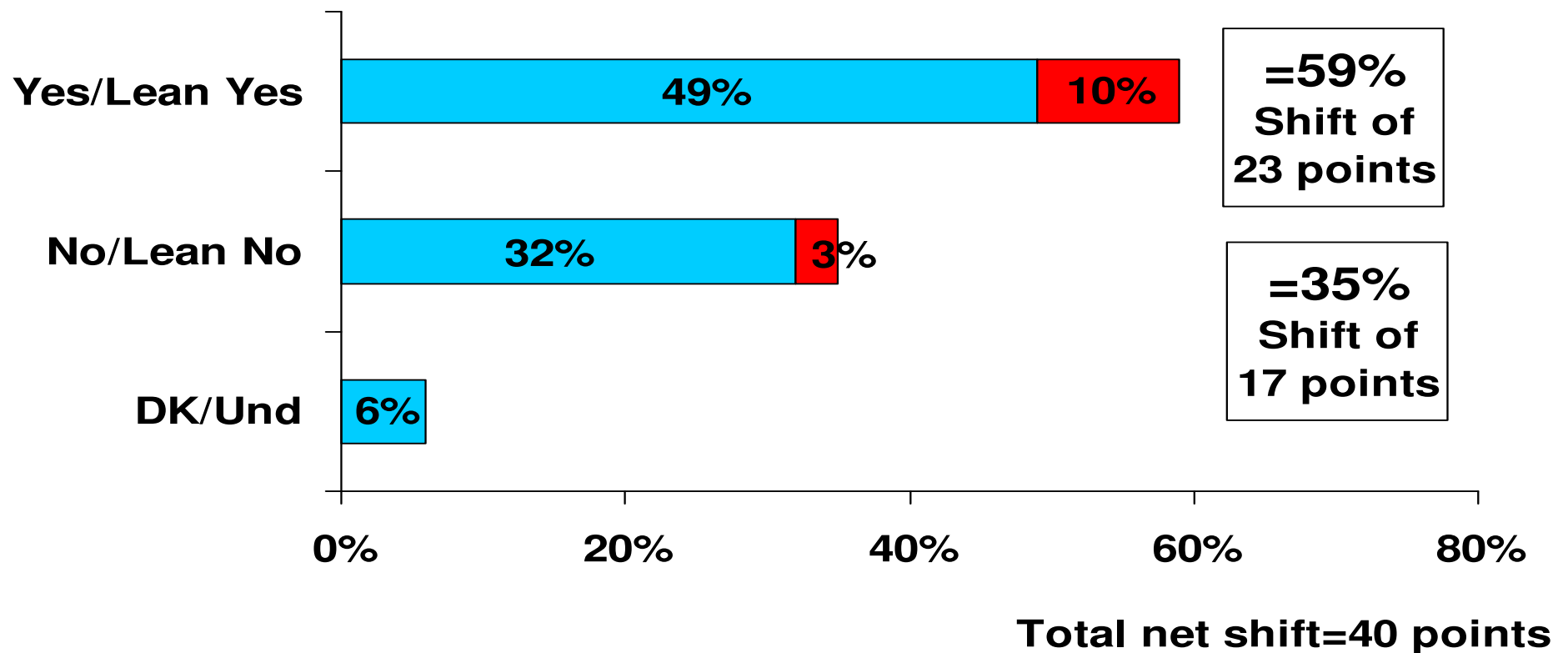
### ◆ Regional Breakdown:

Seattle 55/29; Other KC 38/50; Pierce 23/70; Snohomish 24/63

# Vote Questions

## Initial Vote: Informed

*This measure would improve major highways such as I-405 (EYE-four-oh-five), U.S. two, state route one sixty-seven, arterial routes leading to I-5 (EYE-five), and include HOV (H-O-V) lanes, park and ride lots, and bus purchases. These projects will be funded locally, meaning that money raised in each county will go towards projects in that county. (q11)*



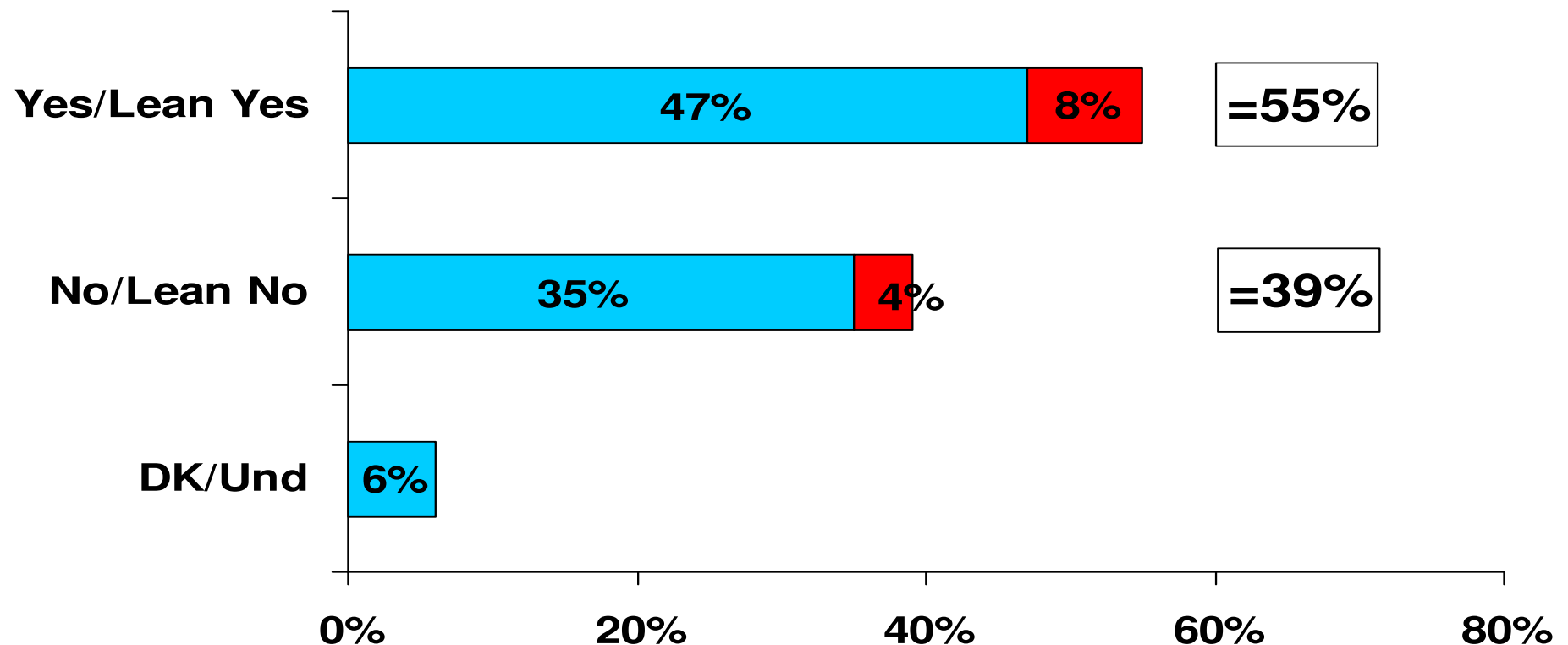
### ◆ Regional Breakdown:

Seattle 64/30; Other KC 61/33; Pierce 48/44; Snohomish 56/35

# Vote Questions

## Initial Vote: With Light Rail

*What if the Regional Transportation Investment Plan included light rail? Knowing this, if the election were held today would you vote yes to enact or no to reject the Regional Transportation Investment Plan? (q12)*



### ◆ Regional Breakdown:

Seattle 76/21; Other KC 56/36; Pierce 46/47; Snohomish 37/56

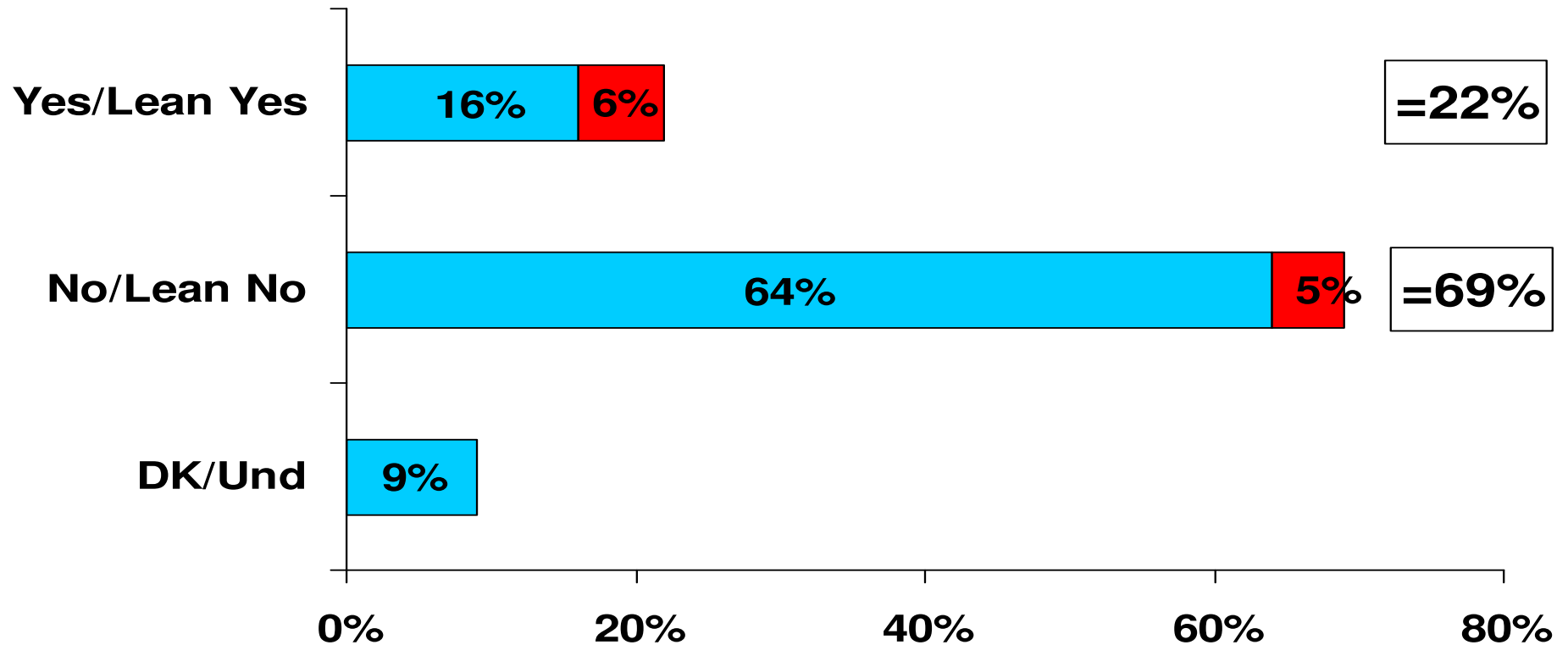


# Vote Questions

## Initial Vote: Smaller Package

*(ASKED AMONG THOSE WHO VOTED “NO”, “LEAN NO”, and “DON’T KNOW”)*

*Thinking of the overall price tag, what if the cost of the package was ten billion dollars and cost the average family two hundred twenty-five dollars per year through sales and motor vehicle fees and taxes? (q13)*



- ◆ The smaller package captures an additional 9 percentage points for the “Yes” vote.
- ◆ The additional 9 percentage points bumps the initial vote above 60% “Yes”.

# The Projects

## King County Projects: Tri-County Voters

*The following are the major projects being considered in King County. For each one please tell me how important it is to have that specific component included in a transportation package. Use a scale of 1 to 7, where 1 means not at all important and 7 means very important.*

<b>Rank</b>	<b>Project</b>	<b>% Five or more</b>
1	Completing the 1.5 mile link of light rail to SeaTac Airport	63%
2	Replacing the Alaskan Way Viaduct	59%
3	Expanding I-405	52%
4	Replacing and expanding the 520 floating bridge	51%
5	Fixing the Mercer Street mess	51%
6	Completing the connection on SR 509, linking SeaTac	51%
7	Building light rail from downtown Seattle to the U-Dist. & Northgate	49%
8	Constructing two-way transit and HOV lanes on I-90	48%
9	Expanding state route 167	42%
10	Replacing the 520 floating bridge	32%

# The Projects

## Pierce County Projects: Tri-County Voters

*The following are the major projects being considered in Pierce County. For each one please tell me how important it is to have that specific component included in a transportation package. Use a scale of 1 to 7, where 1 means not at all important and 7 means very important.*

<b>Rank</b>	<b>Project</b>	<b>% Five or more</b>
1	Completing HOV lanes on I-5	58%
2	Completing SR 167	43%
3	Adding HOV lanes on SR 16	31%
4	Widening SR 410 between Sumner and Enumclaw	25%
5	Constructing the Cross Base Highway	10%

# The Projects

## Snohomish County Projects: Tri-County Voters

*The following are the major projects being considered in Snohomish County. For each one please tell me how important it is to have that specific component included in a transportation package. Use a scale of 1 to 7, where 1 means not at all important and 7 means very important.*

<b>Rank</b>	<b>Project</b>	<b>% Five or more</b>
1	Completing the construction of HOV lanes on I-5	61%
2	Widening eastbound highway 2	43%
3	Widening highway 522	38%
4	Widening SR 9	35%
5	Building the SR 522 and highway 2 Monroe bypass	34%
6	Relocating the existing Edmonds ferry terminal and realigning SR 104	15%
7	Relocating the existing Mukilteo ferry terminal	12%

# The Projects

## Top Project Rankings: Seattle Voters Only

Rank	Project	% Five or more
1	Completing the 1.5 mile link of light rail to SeaTac Airport	86%
2	Building light rail from downtown Seattle to the U-Dist. & Northgate	78%
3	Replacing the Alaskan Way Viaduct	70%
4	Fixing the Mercer Street mess	67%
5	Completing HOV lanes on I-5 (Pierce County)	61%
6	Constructing two-way transit and HOV lanes on I-90	60%
7	Completing the construction of HOV lanes on I-5 (Snohomish County)	60%
8	Replacing and expanding the 520 floating bridge	56%
9	Completing the connection on SR 509, linking SeaTac to I-5	55%
10	Expanding I-405	38%
11	Replacing the 520 floating bridge	36%
12	Widening highway 522 (Snohomish County)	32%
13	Building the state route five twenty-two and highway two Monroe bypass	32%
14	Completing State Route 167 (Pierce County)	30%
15	Expanding state route 167	29%

# The Projects

## Top Ranking Projects: Non-Seattle King County Voters Only

Rank	Project	% Five or more
1	Completing the 1.5 mile link of light rail to SeaTac Airport	66%
2	Completing the construction of HOV lanes on I-5 (Snohomish)	65%
3	Expanding I-405	63%
4	Completing the HOV lanes on I-5 (Pierce County)	60%
5	Replacing and expanding the 520 floating bridge	58%
6	Replacing the Alaskan Way Viaduct	56%
7	Constructing two-way transit and HOV lanes on I-90	54%
8	Fixing the Mercer Street mess	53%
9	Completing the connection on SR 509, linking SeaTac	52%
10	Completing state route 167 (Pierce County)	52%
11	Expanding state route 167	51%
12	Building light rail from downtown Seattle to the U-Dist. & Northgate	49%
13	Widening eastbound highway two (Snohomish County)	43%
14	Widening highway five twenty-two (Snohomish County)	43%
15	Replacing the 520 floating bridge	36%

# The Projects

## Top Ranking Projects: Pierce County Voters Only

Rank	Project	% Five or more
1	Completing SR 167	59%
2	Adding HOV lanes on SR 16	52%
3	Replacing the Alaskan Way Viaduct (King County)	52%
4	Completing HOV lanes on I-5	52%
5	Expanding state route 167 (King County)	52%
6	Completing the connection on SR 509, linking SeaTac to I-5 (King County)	51%
7	Completing the 1.5 mile link of light rail to SeaTac airport (King County)	49%
8	Completing the construction of (“H-O-V”) lanes on I-5 (Snohomish County)	48%
9	Expanding I-405 (King County)	46%
10	Widening SR 410 between Sumner and Enumclaw	45%
11	Fixing the Mercer Street mess (King County)	38%
12	Replacing and expanding the five-twenty floating bridge.	33%
13	Constructing Two-Way Transit and HOV lanes on I-90 (King County)	32%
14	Building light rail from Seattle to the U-District and Northgate (King County)	30%
15	Constructing the Cross Base Highway	23%

# The Projects

## Top Ranking Projects: Snohomish County Voters Only

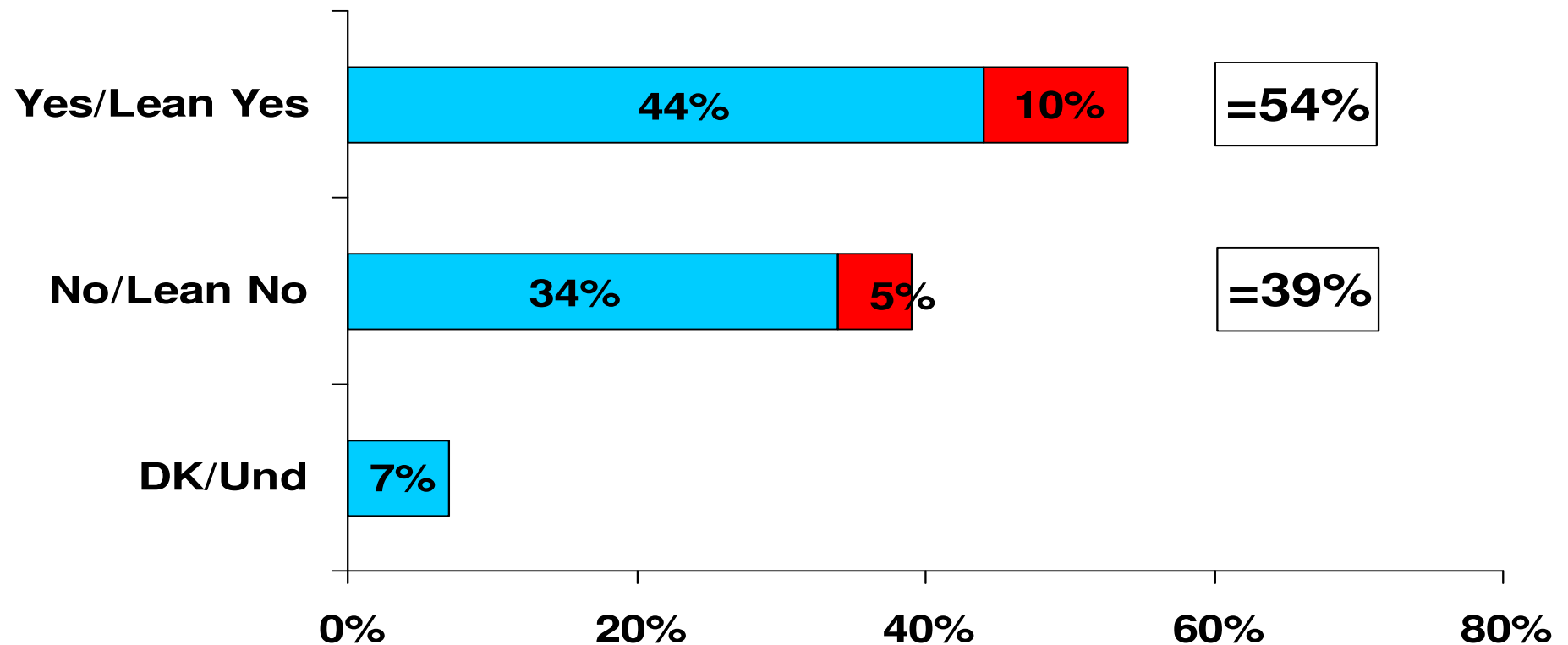
Rank	Project	% Five or more
1	Widening SR 9	72%
2	Widening eastbound highway 2	72%
3	Completing the construction of HOV lanes on I-5	69%
4	Completing HOV lanes on I-5 (Pierce County)	60%
5	Replacing the Alaskan Way Viaduct (King County)	58%
6	Widening highway 522	53%
7	Expanding eye four-oh-five (King County)	52%
8	Completing the 1.5 mile link of light rail to SeaTac airport (King County)	49%
9	Replacing and expanding the five-twenty floating bridge (King County)	48%
10	Building the SR 522 and highway 2 Monroe bypass	46%
11	Completing the connection on SR 509, linking SeaTac airport to I-5 (King)	45%
12	Fixing the Mercer Street mess (King County)	42%
13	Constructing Two-Way Transit and HOV lanes on I-90 (King County)	40%
14	Building light rail from Seattle to the U-District and Northgate (King County)	37%
15	Replacing the five-twenty floating bridge (King County)	29%



# Vote Questions

## Re-Vote After Projects

*Given what you have heard so far, and if the election were held today would you vote yes to enact or no to reject the Regional Transportation Investment Plan? (q36)*



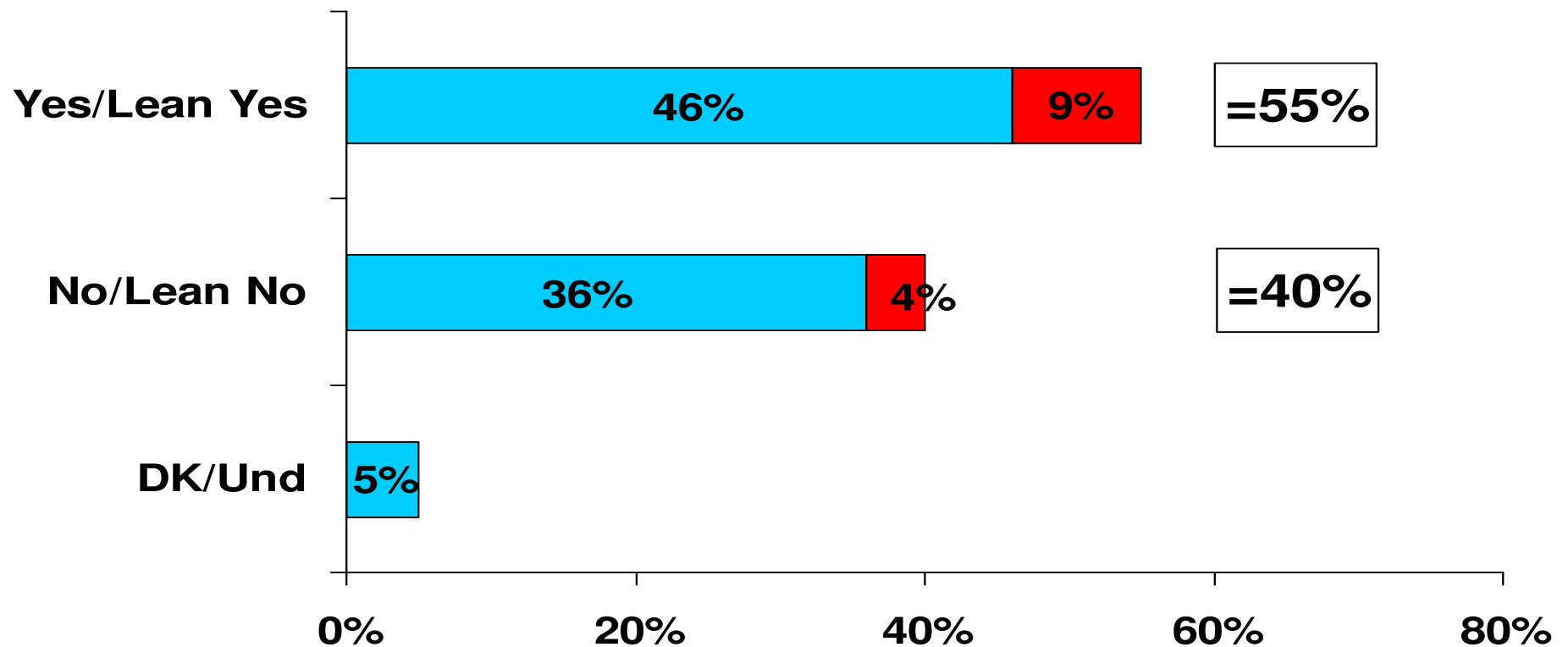
### ◆ Regional Breakdown:

Seattle 63/29; Other KC 55/37; Pierce 47/49; Snohomish 50/42

# Vote Questions

## Re-Vote After Projects: With Light Rail

*And what if the Regional Transportation Investment Plan included light rail? Knowing this, if the election were held today would you vote yes to enact or no to reject the Regional Transportation Investment Plan? (q37)*



### ◆ Regional Breakdown:

Seattle 76/21; Other KC 57/38; Pierce 44/50; Snohomish 40/55

# Traffic Solutions

## Importance

*There have been many solutions to traffic in our region that people have suggested. For each one that I read, please tell me how important you think it is to have that item or mode included in a transportation package. Use a scale of 1 to 7, where 1 means not at all important and 7 means very important.*

<b>Rank</b>	<b>Solution</b>	<b>% Five or more</b>
1	Commuter trains which use existing track	69%
2	Expanded bus service	68%
3	Park & Ride lots	65%
4	HOV lanes	60%
5	Light rail	56%
6	Vans for vanpools	54%
7	Additional general purpose highway lanes	47%
8	Ramps that provide direct access to the HOV lanes	47%
9	Additional ramps and approaches for access to major state highways	40%
10	Tolls or user fees on certain new highway lanes and bridges	38%
11	High occupancy toll lanes, also known as HOT lanes	35%

# Traffic Solutions

## Importance: Seattle Voters Only

*There have been many solutions to traffic in our region that people have suggested. For each one that I read, please tell me how important you think it is to have that item or mode included in a transportation package. Use a scale of 1 to 7, where 1 means not at all important and 7 means very important.*

<b>Rank</b>	<b>Solution</b>	<b>% Five or more</b>
1	Commuter trains which use existing track	76%
2	Light rail	75%
3	Park & Ride lots	74%
4	Expanded bus service	73%
5	HOV lanes	64%
6	Vans for vanpools	59%
7	Ramps that provide direct access to the HOV lanes	48%
8	Tolls or user fees on certain new highway lanes and bridges	48%
9	High occupancy toll lanes, also known as HOT lanes	39%
10	Additional general purpose highway lanes	36%
11	Additional ramps and approaches for access to major state highways	25%

# Traffic Solutions

## Importance: Non-Seattle King County Voters Only

*There have been many solutions to traffic in our region that people have suggested. For each one that I read, please tell me how important you think it is to have that item or mode included in a transportation package. Use a scale of 1 to 7, where 1 means not at all important and 7 means very important.*

<b>Rank</b>	<b>Solution</b>	<b>% Five or more</b>
1	Commuter trains which use existing track	72%
2	Expanded bus service	71%
3	Park & Ride lots	67%
4	HOV lanes	59%
5	Light rail	57%
6	Vans for vanpools	51%
7	Ramps that provide direct access to the HOV lanes	50%
8	Additional general purpose highway lanes	46%
9	Additional ramps and approaches for access to major state highways	42%
10	High occupancy toll lanes, also known as HOT lanes	38%
11	Tolls or user fees on certain new highway lanes and bridges	35%

# Traffic Solutions

## Importance: Pierce County Voters Only

*There have been many solutions to traffic in our region that people have suggested. For each one that I read, please tell me how important you think it is to have that item or mode included in a transportation package. Use a scale of 1 to 7, where 1 means not at all important and 7 means very important.*

<b>Rank</b>	<b>Solution</b>	<b>% Five or more</b>
1	Commuter trains which use existing track	63%
2	Expanded bus service	57%
3	HOV lanes	53%
4	Park & Ride lots	52%
5	Additional general purpose highway lanes	52%
6	Vans for vanpools	49%
7	Light rail	43%
8	Additional ramps and approaches for access to major state highways	40%
9	Ramps that provide direct access to the HOV lanes	33%
10	Tolls or user fees on certain new highway lanes and bridges	32%
11	High occupancy toll lanes, also known as HOT lanes	27%

# Traffic Solutions

## Importance: Snohomish County Voters Only

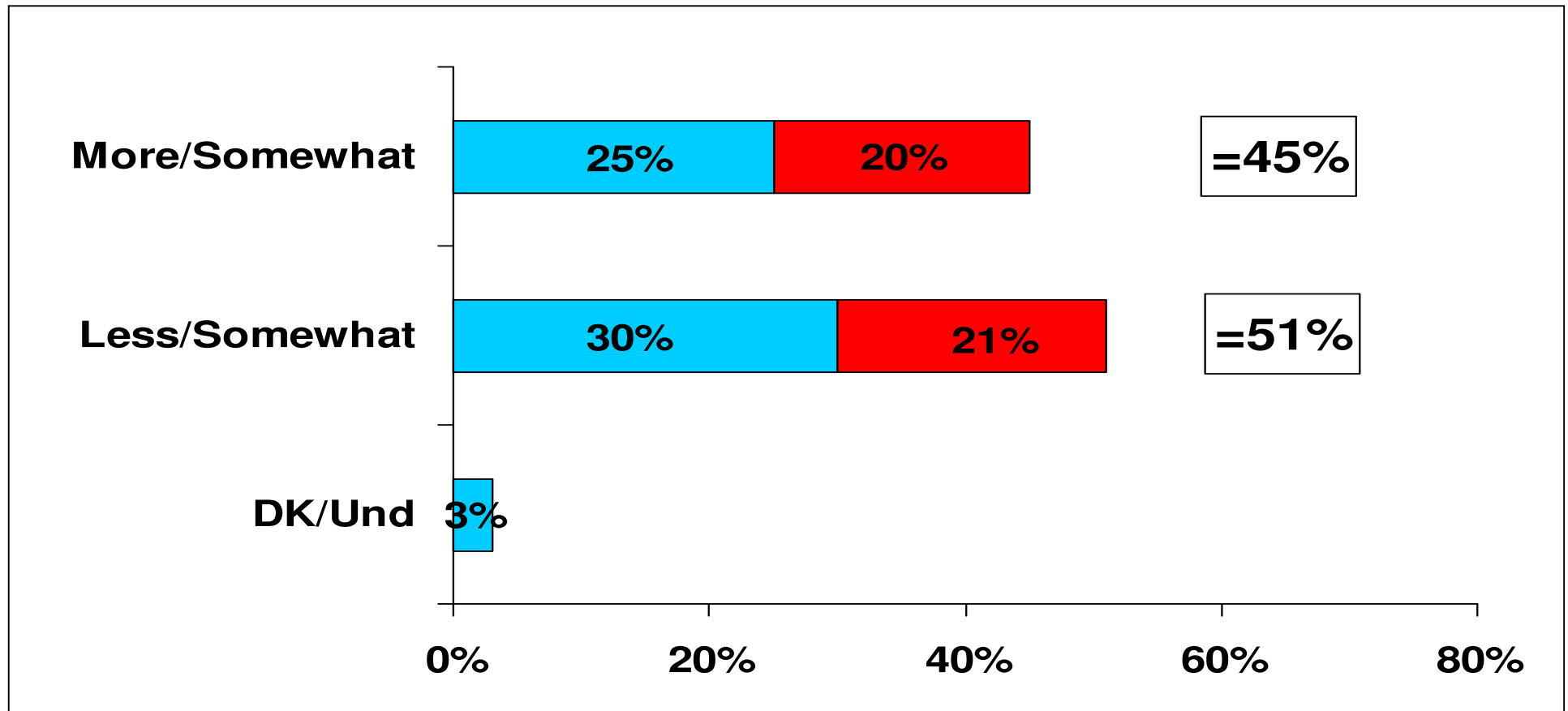
*There have been many solutions to traffic in our region that people have suggested. For each one that I read, please tell me how important you think it is to have that item or mode included in a transportation package. Use a scale of 1 to 7, where 1 means not at all important and 7 means very important.*

<b>Rank</b>	<b>Solution</b>	<b>% Five or more</b>
1	Park & Ride lots	67%
2	Expanded bus service	66%
3	HOV lanes	65%
4	Commuter trains which use existing track	64%
5	Vans for vanpools	59%
6	Additional general purpose highway lanes	57%
7	Ramps that provide direct access to the HOV lanes	54%
8	Additional ramps and approaches for access to major state highways	51%
9	Light rail	48%
10	Tolls or user fees on certain new highway lanes and bridges	40%
11	High occupancy toll lanes, also known as HOT lanes	35%

# Proportions: Roads and Transit

## More/Less Likely

*Would you be more or less likely to vote for the Regional Transportation Investment Plan if you knew that **90%** of the money would go towards building and repairing roads and highways and **10%** would go towards public transportation ? (q51)*



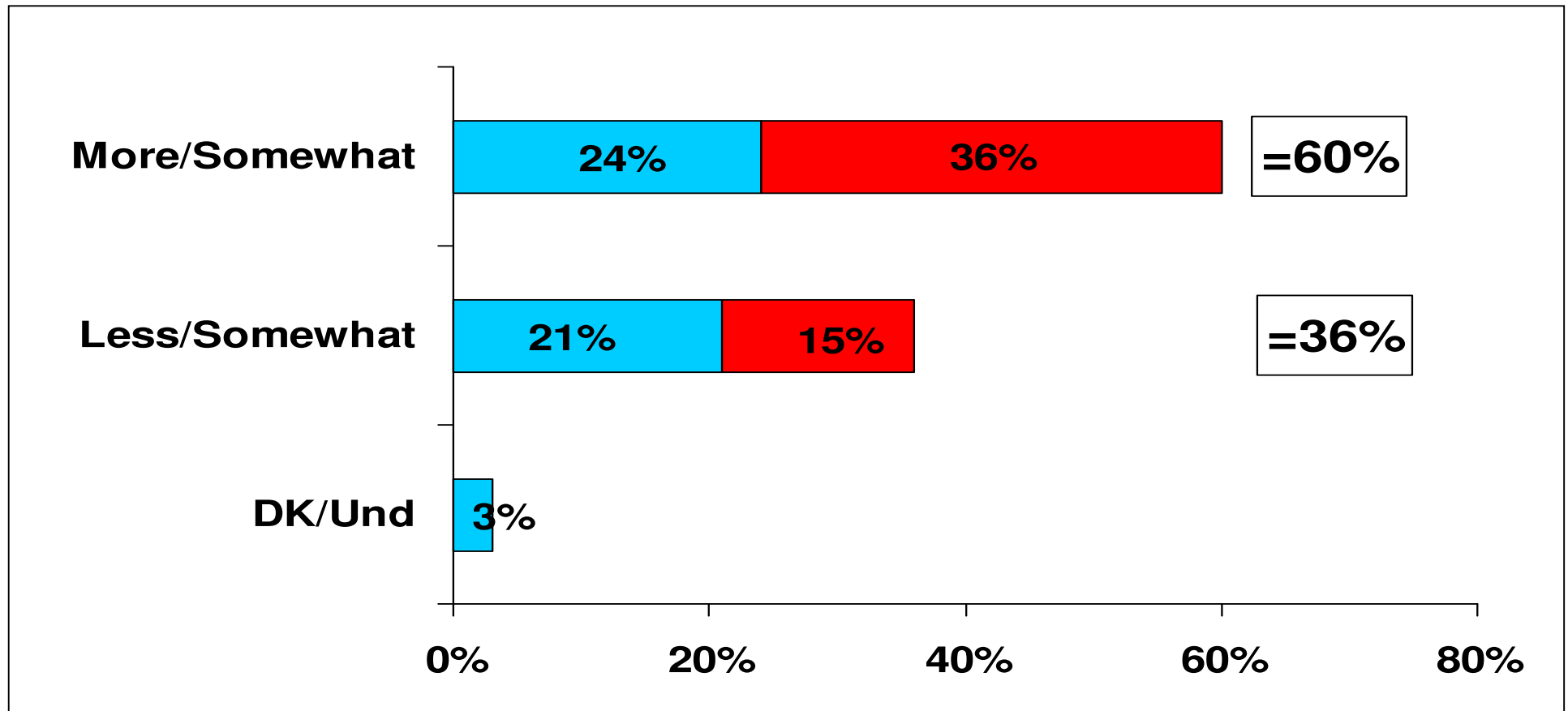
- ◆ Regional Breakdown: Seattle 30/68; Other KC 46/49; Pierce 52/44; Snohomish 52/45
- ◆ Party Breakdown: Dem 30/66; Ind 42/56; Rep 68/27



# Proportions: Roads and Transit

## More/Less Likely

*Would you be more or less likely to vote for the Regional Transportation Investment Plan if you knew that **60%** of the money would go towards building and repairing roads and highways and **40%** would go towards public transportation ? (q52)*

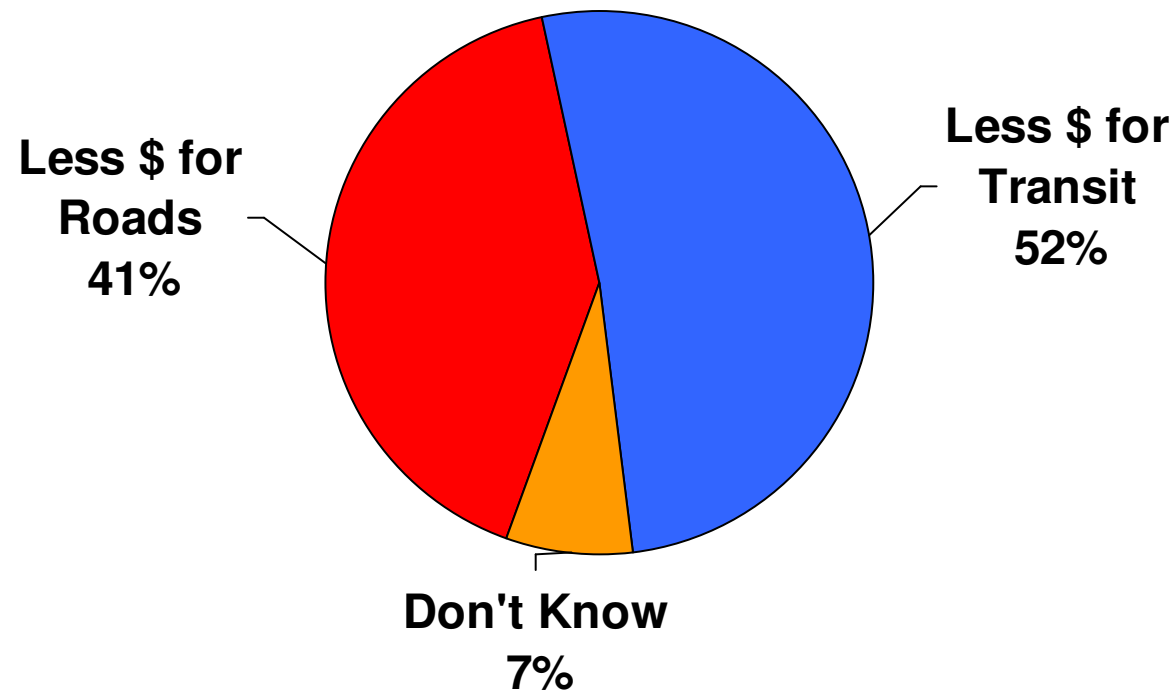


- ◆ Regional Breakdown: Seattle 65/30; Other KC 57/40; Pierce 54/39; Snohomish 65/33
- ◆ Party Breakdown: Dem 67/30; Ind 62/37; 47/46

# Proportions: Roads and Transit

## Where to cut?

*If the price-tag on the Regional Transportation Investment Plan had to be lowered, would you prefer that it include (ROTATE RESPONSES) less money for roads and highways or less money for public transit? (q64)*



- ◆ Regional Breakdown: (Less roads/Less transit)  
Seattle 62/33; Other KC 39/49; Pierce 29/58; Snohomish 24/56
- ◆ Party Breakdown: Dem 58/34; Ind 35/45; Rep 14/73

# Funding Options

## Rankings

*I am going to read you some options that the legislature has granted local communities to make direct investment in the region's transportation system, and for each one please tell me if you strongly favor, somewhat favor, somewhat oppose, or strongly oppose that method of payment.*

<b>Rank</b>	<b>Option</b>	<b>% Favor</b>
1	Local motor vehicle excise tax up to \$30 for each \$10k of car value	56%
2	Tolls on specific improved or new highways or bridges	49%
3	Local option gas tax of 2.8 cents a gallon	44%
4	Local vehicle license fee up to \$100	39%
5	Local sales tax increase that would amount to a 5 cent increase on a ten-dollar purchase	33%

# Funding Options

## Rankings by Region: Seattle

*I am going to read you some options that the legislature has granted local communities to make direct investment in the region's transportation system, and for each one please tell me if you strongly favor, somewhat favor, somewhat oppose, or strongly oppose that method of payment.*

<b>Rank</b>	<b>Option</b>	<b>% Favor</b>
1	Local motor vehicle excise tax up to \$30 for each \$10k of car value	71%
2	Local option gas tax of 2.8 cents a gallon	66%
3	Tolls on specific improved or new highways or bridges	61%
4	Local vehicle license fee up to \$100	53%
5	Local sales tax increase that would amount to a 5 cent increase on a ten-dollar purchase	41%

# Funding Options

## Rankings by Region: Non-Seattle King County

*I am going to read you some options that the legislature has granted local communities to make direct investment in the region's transportation system, and for each one please tell me if you strongly favor, somewhat favor, somewhat oppose, or strongly oppose that method of payment.*

<b>Rank</b>	<b>Option</b>	<b>% Favor</b>
1	Local motor vehicle excise tax up to \$30 for each \$10k of car value	55%
2	Tolls on specific improved or new highways or bridges	49%
3	Local option gas tax of 2.8 cents a gallon	44%
4	Local vehicle license fee up to \$100	41%
5	Local sales tax increase that would amount to a 5 cent increase on a ten-dollar purchase	31%

# Funding Options

## Rankings by Region: Pierce County

*I am going to read you some options that the legislature has granted local communities to make direct investment in the region's transportation system, and for each one please tell me if you strongly favor, somewhat favor, somewhat oppose, or strongly oppose that method of payment.*

<b>Rank</b>	<b>Option</b>	<b>% Favor</b>
1	Local motor vehicle excise tax up to \$30 for each \$10k of car value	46%
2	Tolls on specific improved or new highways or bridges	43%
3	Local option gas tax of 2.8 cents a gallon	33%
4	Local vehicle license fee up to \$100	29%
5	Local sales tax increase that would amount to a 5 cent increase on a ten-dollar purchase	25%

# Funding Options

## Rankings by Region: Snohomish County

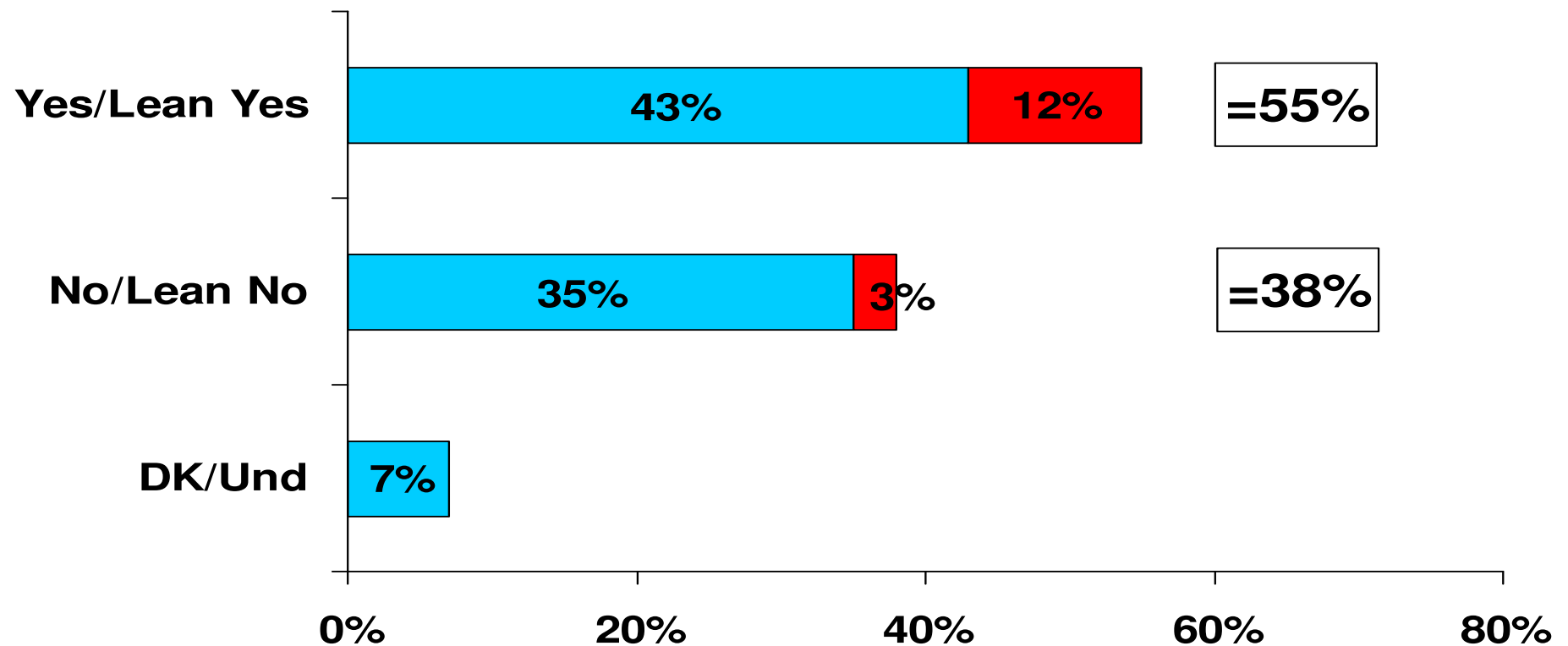
*I am going to read you some options that the legislature has granted local communities to make direct investment in the region's transportation system, and for each one please tell me if you strongly favor, somewhat favor, somewhat oppose, or strongly oppose that method of payment.*

<b>Rank</b>	<b>Option</b>	<b>% Favor</b>
1	Local motor vehicle excise tax up to \$30 for each \$10k of car value	55%
2	Tolls on specific improved or new highways or bridges	43%
3	Local sales tax increase that would amount to a 5 cent increase on a ten-dollar purchase	35%
4	Local option gas tax of 2.8 cents a gallon	30%
5	Local vehicle license fee up to \$100	28%

# Vote Questions

## Final Votes

*Given what you have heard in this survey, and if the election were held today, would you vote yes to enact or no to reject the Regional Transportation Investment Plan? (q58)*



### ◆ Regional Breakdown:

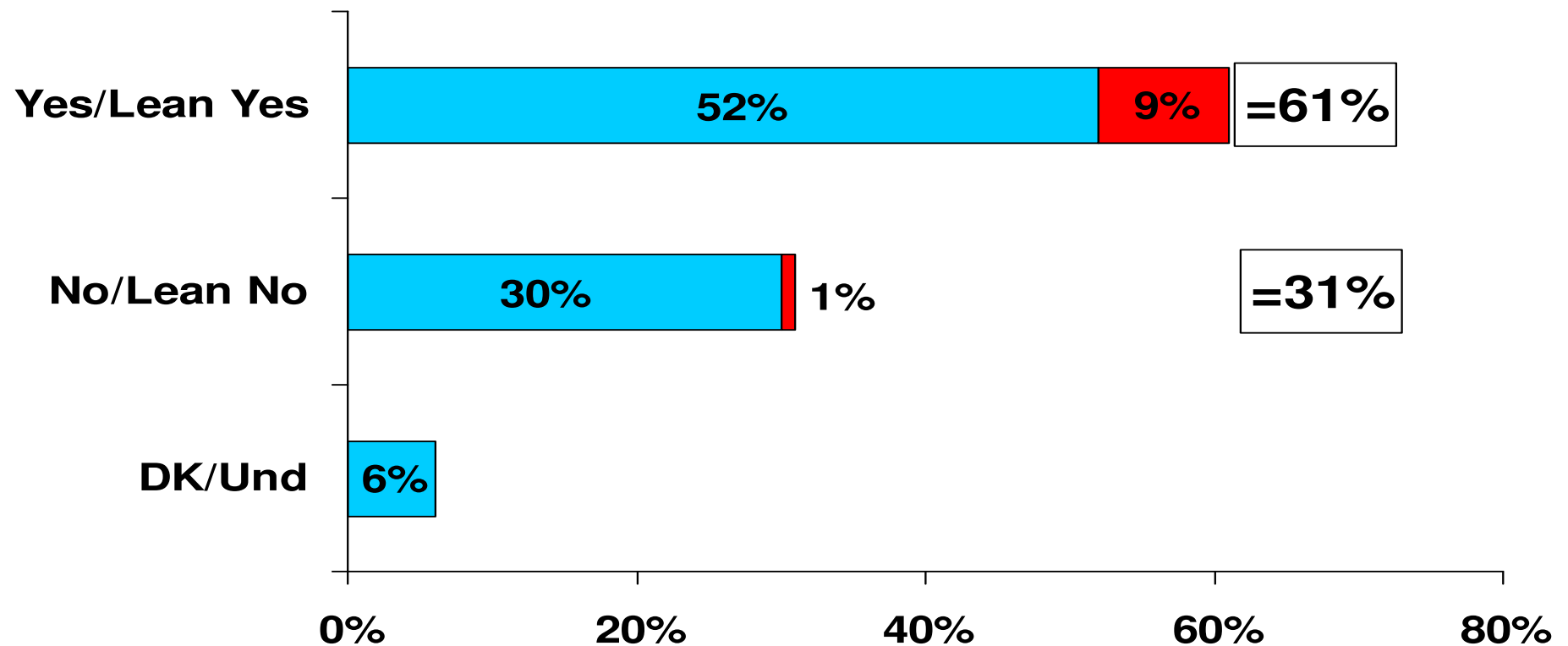
Seattle 67/27; Other KC 56/34; Pierce 40/56; Snohomish 54/41



# Vote Questions

## Final Votes: Extending Light Rail

*What if the Regional Transportation Investment Plan included extending light rail to the north to reach the Northgate transit center and south to reach (SEE-tack) SeaTac airport, and would be funded specifically by taxes raised in King County? (q60)*



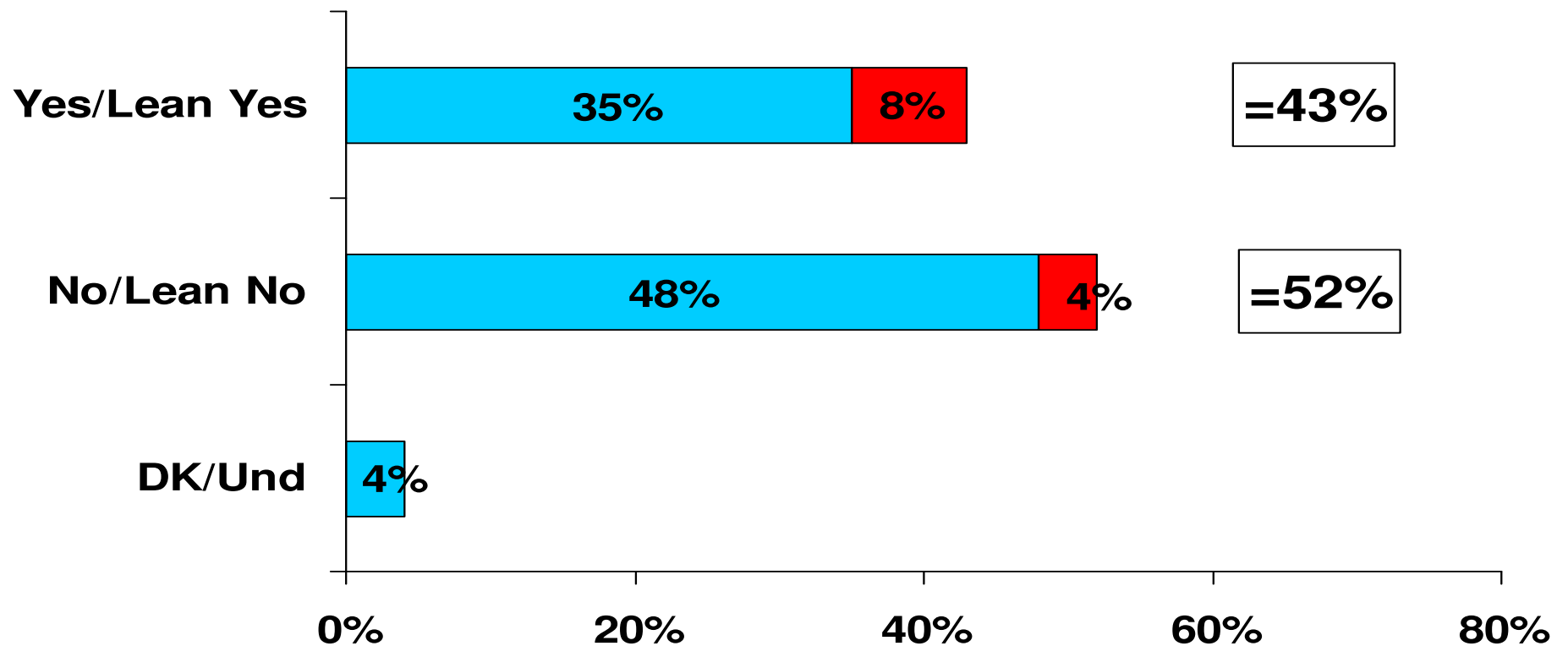
### ◆ Regional Breakdown:

Seattle 78/18; Other KC 58/36; Pierce 51/40; Snohomish 62/28

# Vote Questions

## Final Votes: Funded by Sales Tax

*And what if the Regional Transportation Investment Plan would require a sales tax increase equivalent to five cents on a ten dollar purchase? (q61)*



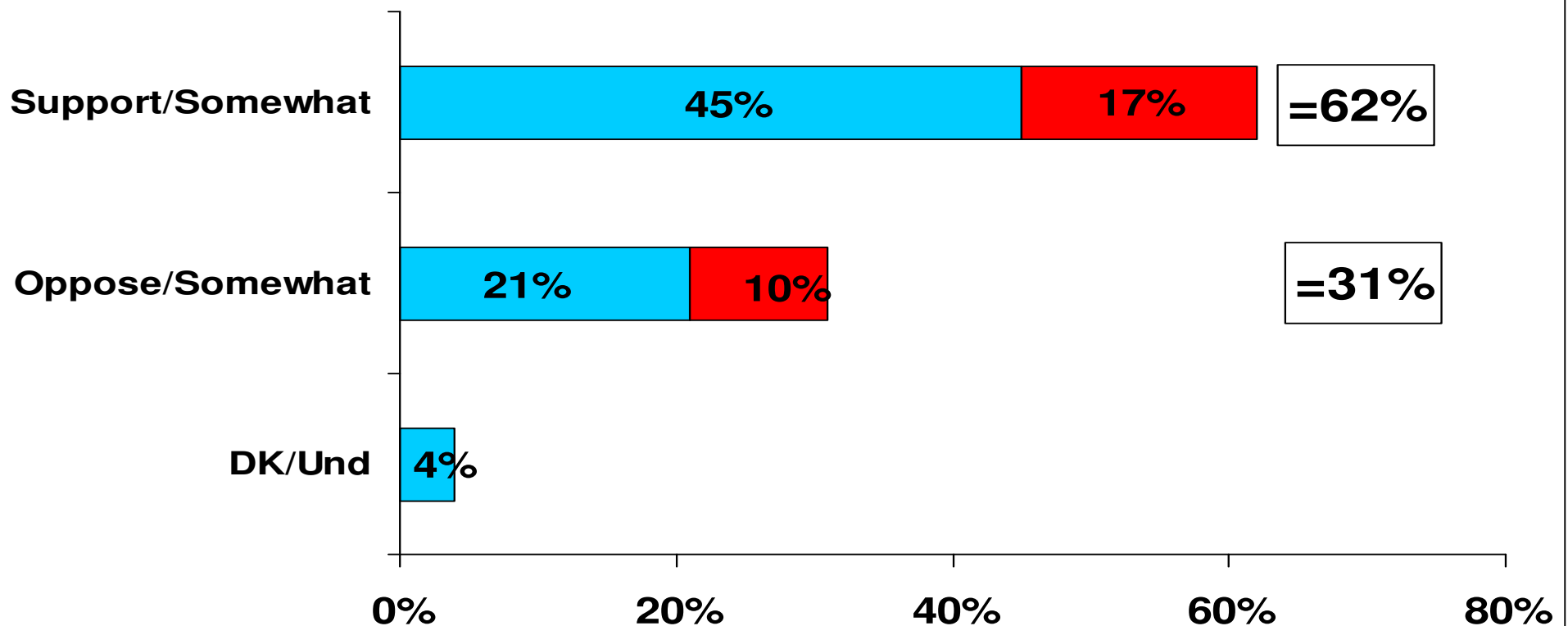
### ◆ Regional Breakdown:

Seattle 59/34; Other KC 44/53; Pierce 28/69; Snohomish 40/56

# Vote Questions

## Education Measure

*Lastly, there may be a measure on the ballot in November of two thousand and four. Would you support or oppose the creation of a dedicated trust fund to improve education from pre-kindergarten through higher education, which would be funded by an additional one-cent sales tax? (q62)*



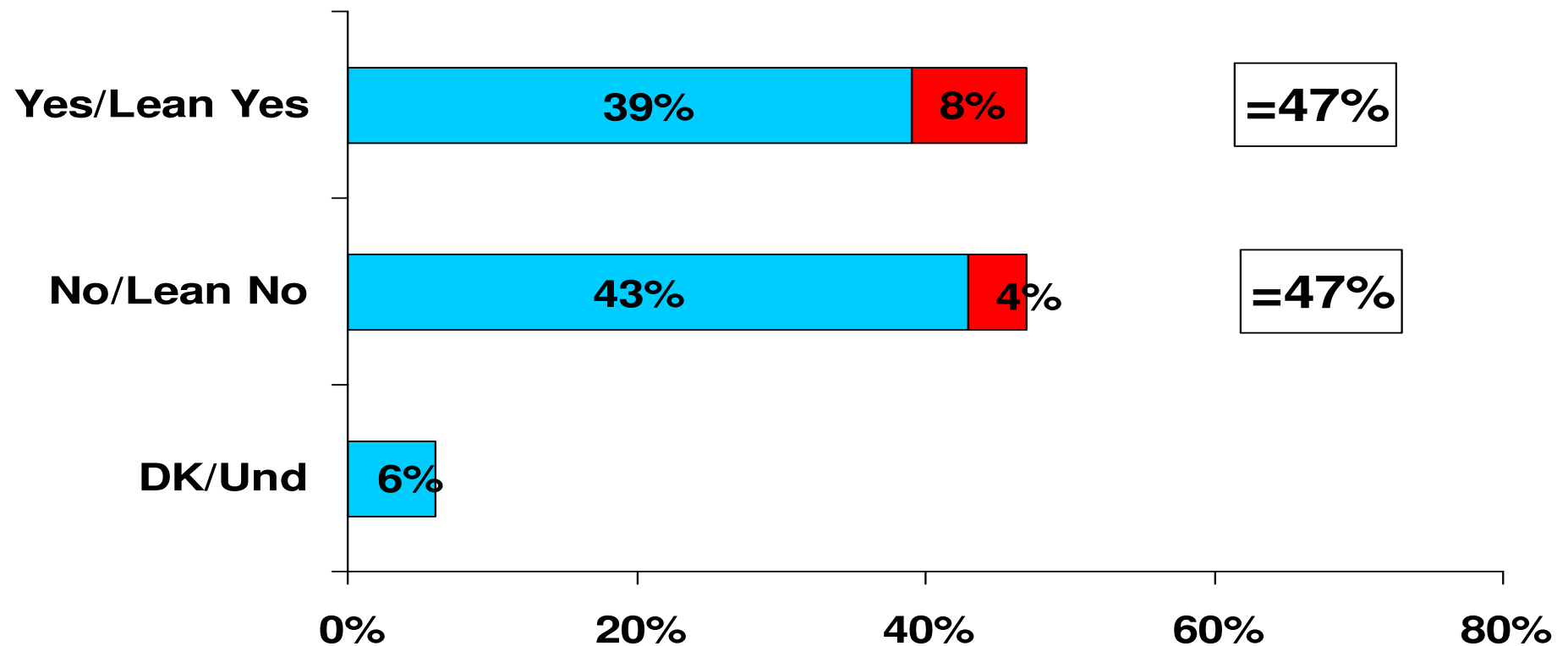
### ◆ Regional Breakdown:

Seattle 69/24; Other KC 61/31; Pierce 58/38; Snohomish 65/33

# Vote Questions

## Final Votes: Competing Measures

*Knowing that the education measure is likely to be on the ballot at the same time as the Regional Transportation Investment Plan, and both measures funded in part through sales tax increases, would you vote yes to enact or no to reject the Regional Transportation Investment Plan? (q63)*

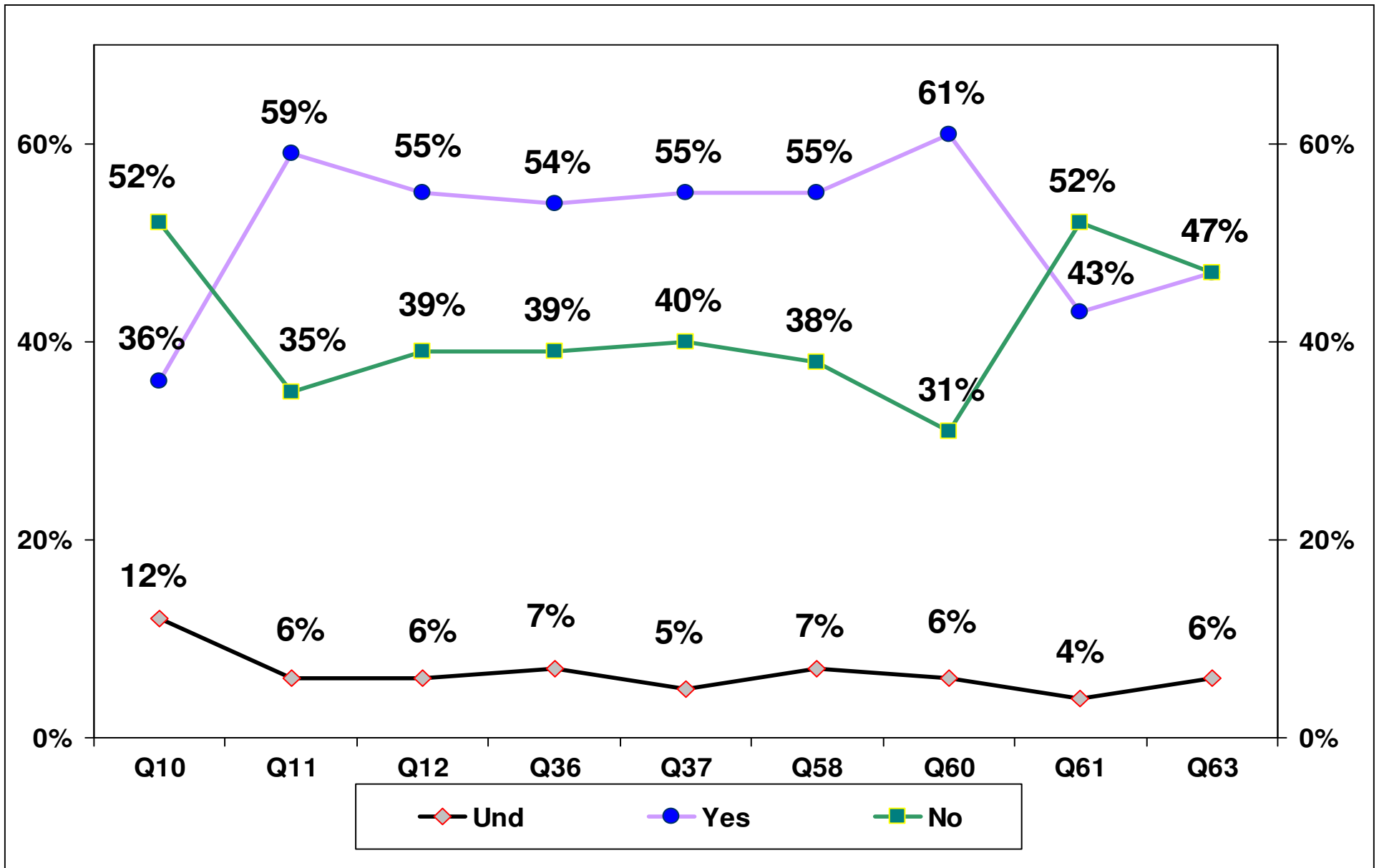


### ◆ Regional Breakdown:

Seattle 62/30; Other KC 46/45; Pierce 39/58; Snohomish 39/56

# Vote Questions

Initial to Final



## Key Findings - 1

- ◆ Support for the 14 billion dollar package initially captures a 36% base (q10). Following information about specific projects support fluctuates between 58% (q11) and 54% (q12).
  - Offering a smaller package to the opposition (q13) increases support by 9 percentage points.
- ◆ The top five projects for voters in each region:
  - Seattle: Light rail to SeaTac; Light Rail to U District/Northgate; Viaduct; Mercer mess; Completing HOV lanes on I-5 (Pierce County)
  - Non Seattle King: Completing light rail all the way to SeaTac; completing HOV lanes on I-5 (Snohomish); expanding I-405; completing HOV lanes on I-5 (Pierce); and replacing and expanding the 520 bridge.
  - Pierce: Completing SR 167; adding HOV lanes to SR 16; replacing the viaduct (King); completing HOV lanes on I-5 (Pierce); and expanding SR 167 (King)
  - Snohomish: Widening SR 9; widening Eastbound highway 2; completing HOV lanes on I-5; completing HOV lanes on I-5 (Pierce); and replacing the viaduct (King)

## Summary of Findings - 2

- ◆ Being specific on light rail is essential.
  - Completing the link to SeaTac receives the most support.
  - Hearing that light rail will be included and funded by King County raises the vote ceiling to 61% (q60).
  - Including light rail increases support dramatically in Seattle, but hurts in other regions except when told it would be funded by King County only.
- ◆ The sales tax is the least popular funding mechanism for the RTID.
  - User fees and taxes receive the most support among the funding options offered in the survey.
  - Hearing that the RTID measure will rely on a sales tax increase drops support for the measure dramatically.
  - While the sales tax is the least popular of the taxes, none of the taxes do very well. Only the MVET is favored by a majority (56%). However, I-776 passed in both Pierce and Snohomish and opposed in King County. It is also worth noting that the sales tax for transit has passed in past elections ('96 RTA, KC Metro, and Pierce Transit).

## Summary of Findings - 3

- ◆ The education measure tests well.
  - 62% support the measure and the associated sales tax increase.
  - Knowing that both measures will rely on a sales tax increase evenly divides the electorate 47/47 (q63).



# Strategic Highlights - 1

- ◆ A \$10 billion dollar package moves a quarter of No/Undecided voters to Yes, and increases overall support by an additional 9 percentage points (from 55% to 64%)
- ◆ The sales tax is the least popular revenue source, and as a result, other potential revenue sources should be explored; nonetheless, we cannot make a definitive conclusion that a sales tax would not pass, based on these data or past voting behavior
  - The smaller the sales tax component, the greater the likelihood of passing the measure
- ◆ A more balanced package will help increase the likelihood of a successful measure.
  - The 90/10 package significantly decreases the likelihood of a “Yes” vote.
  - A majority in each region and among Democrats and Independents, and a plurality of Republicans (47%) are more likely to vote for a 60/40 (more balanced) package.
  - Many specific transit projects and generic transit modes test very well.
    - Examples: P&R lots; Expanded bus service; and HOV lanes

## Strategic Highlights - 2

- ◆ Seattle support increases dramatically with the inclusion of light rail; a package with light rail is more likely to pass in other regions/counties when told that it will be paid by King County only.
  - Past elections suggest a wide majority in Seattle is necessary to pass a measure regionally.
  - Other regions/counties must be told they will not bear the burden of paying for light rail.